



TINA GUO - STORM CELLO

CAMPAIGN BOOK
THE CROW HILL COMPANY 2024

DEVELOPMENT

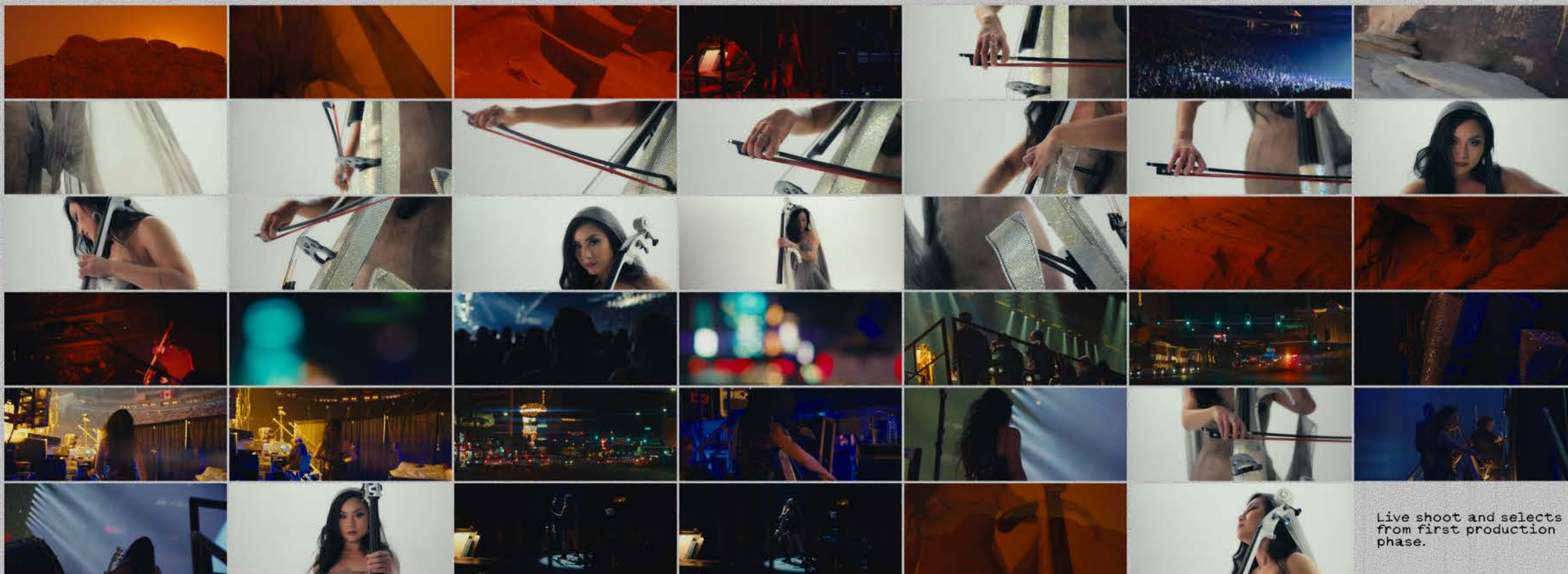






Location shoot in
Nevada desert with
lighting changes in
studio.





Live shoot and selects
from first production
phase.



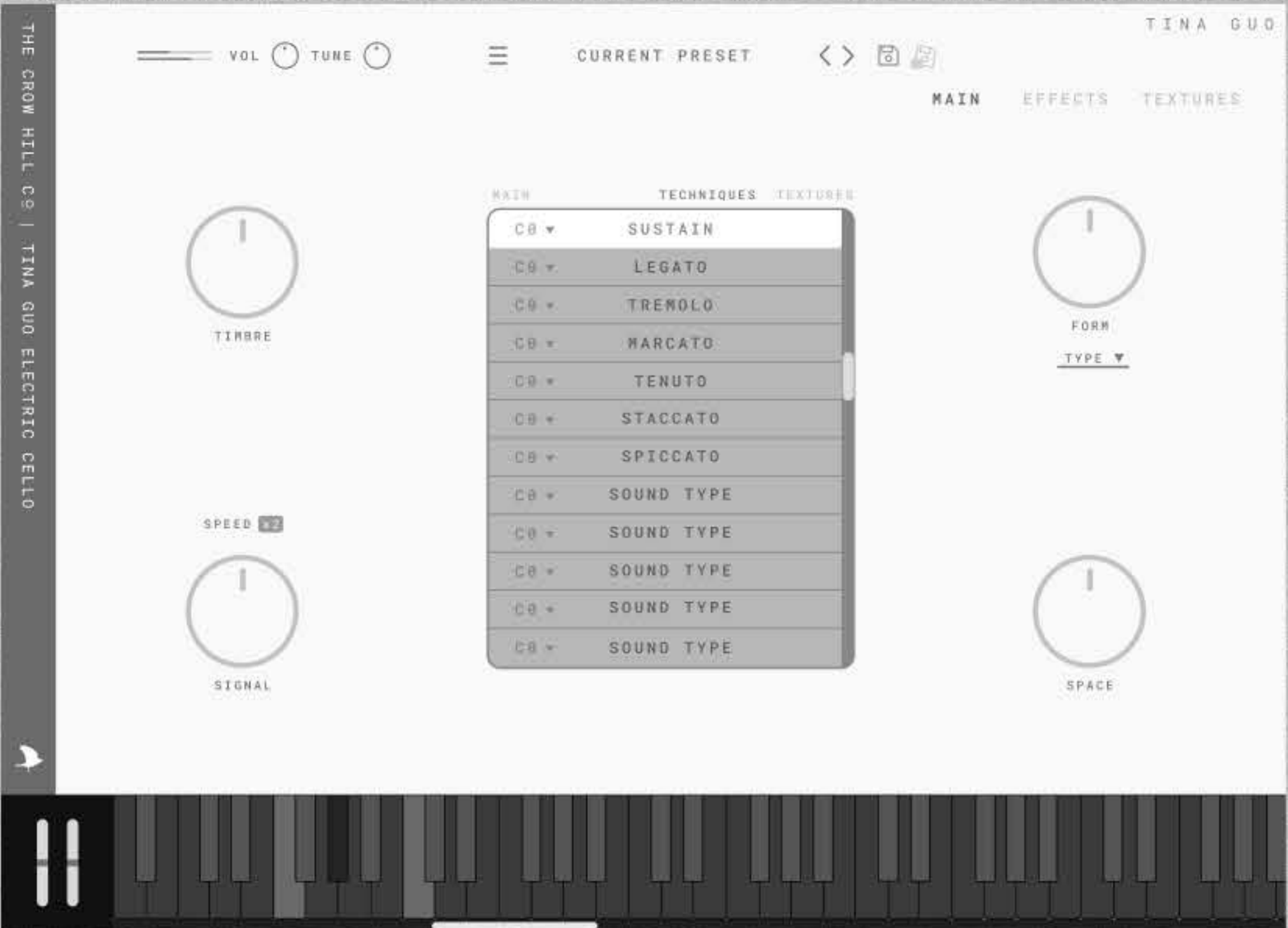
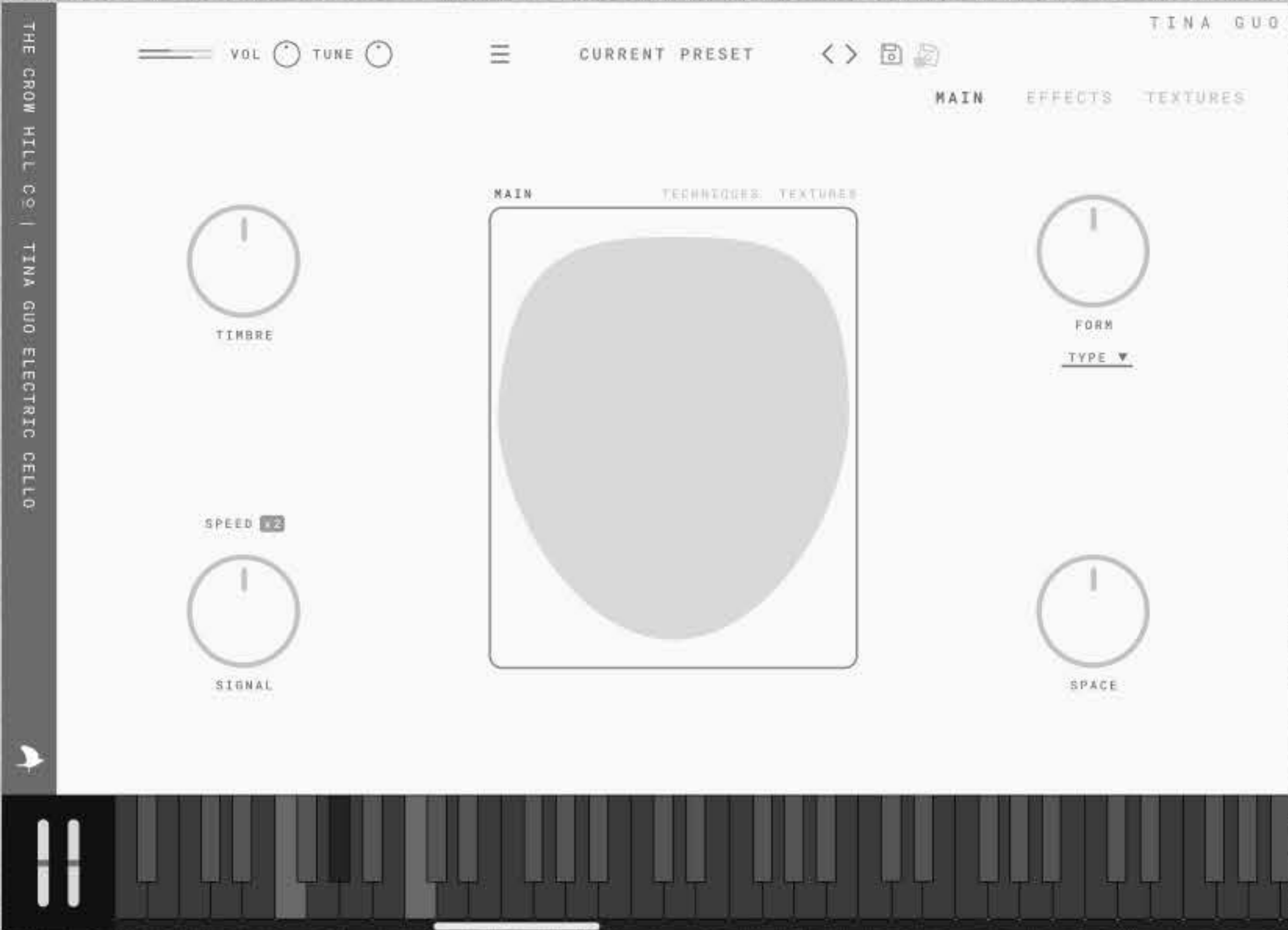


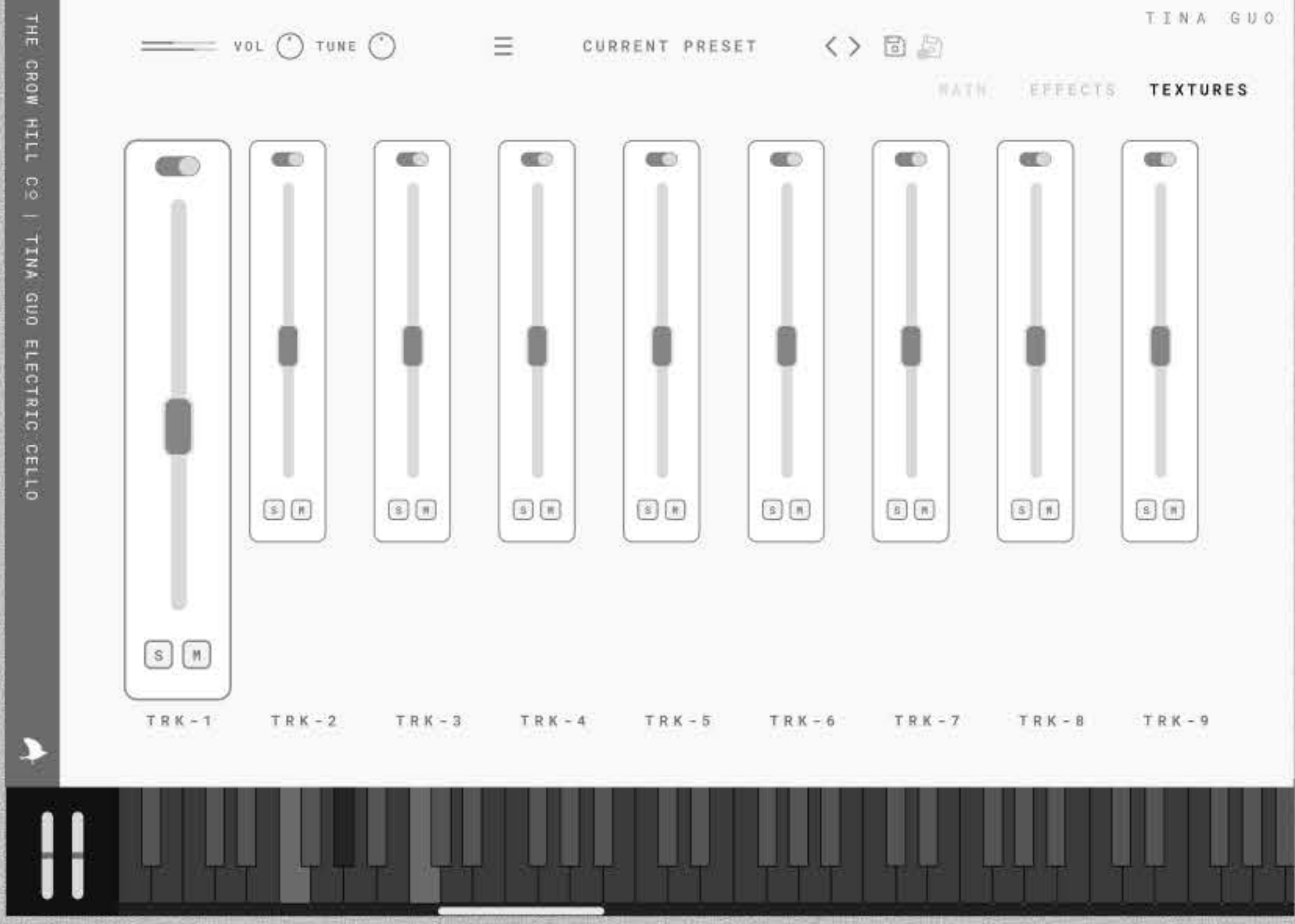
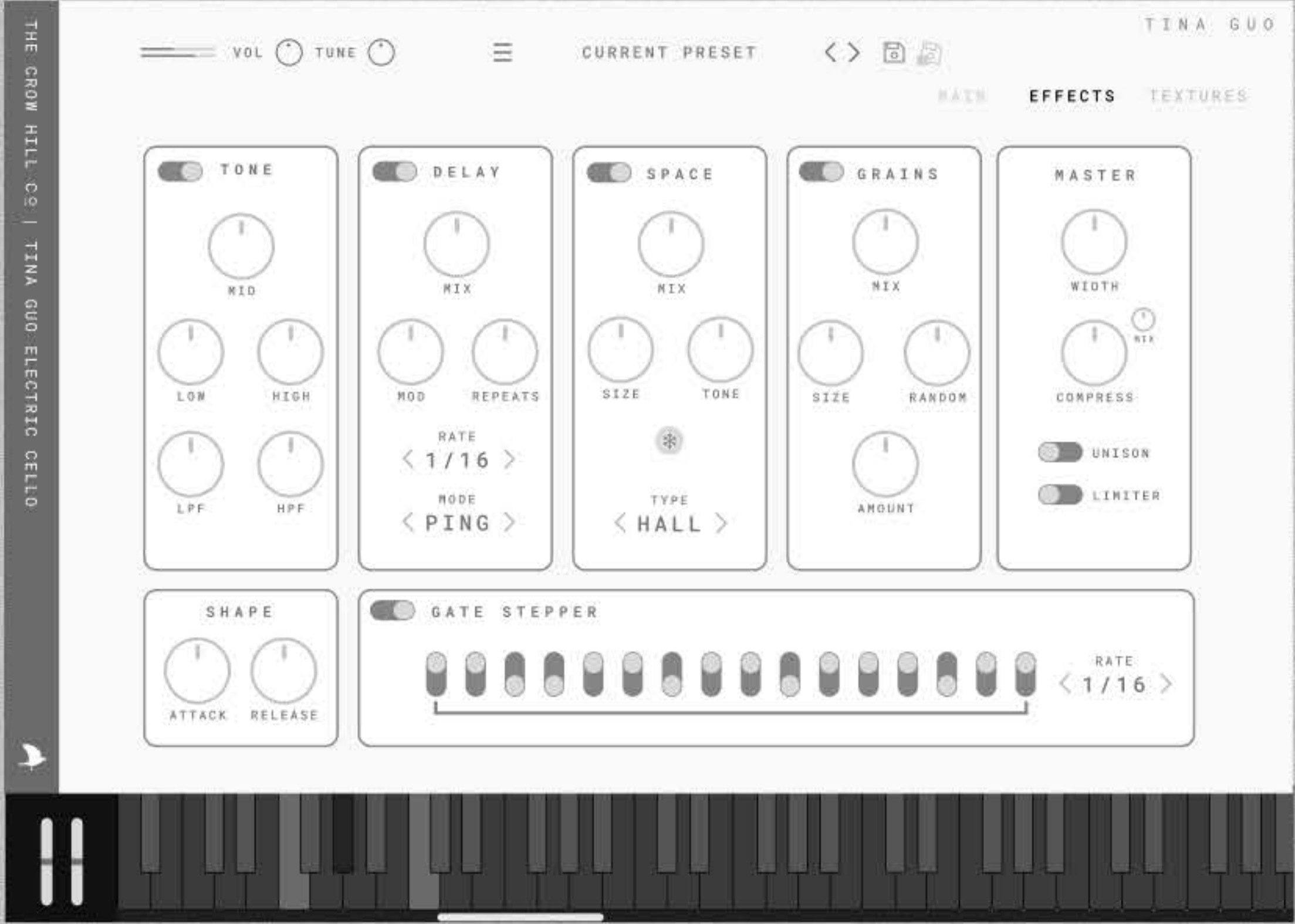


GUI DESIGN



Wirefame planning.





Overall "Top Bar" eats into overall layout. Could be slimmer or more integrated.

Utilise more obvious "Tina Guo" branding and identity

Remove Steves name

Use icons to assign pages. This will free up UI space and lessen text heavyness.

This concept will need to be explained to us in more detail. As mentioned before we would like to avoid the use of photography as we are yet to see this done "well" and can age an interface. The idea we discussed was use of a 3D model to integrate Tina into the interface, for instance as a stone or marble bust into the interface as earlier pictured. Curious to hear the designers thoughts and vision here.

Revert main controls to 1 per corner. It felt more modern and less forced.

I am open to the idea of these key controls being icon based instead of dials, designers choice.

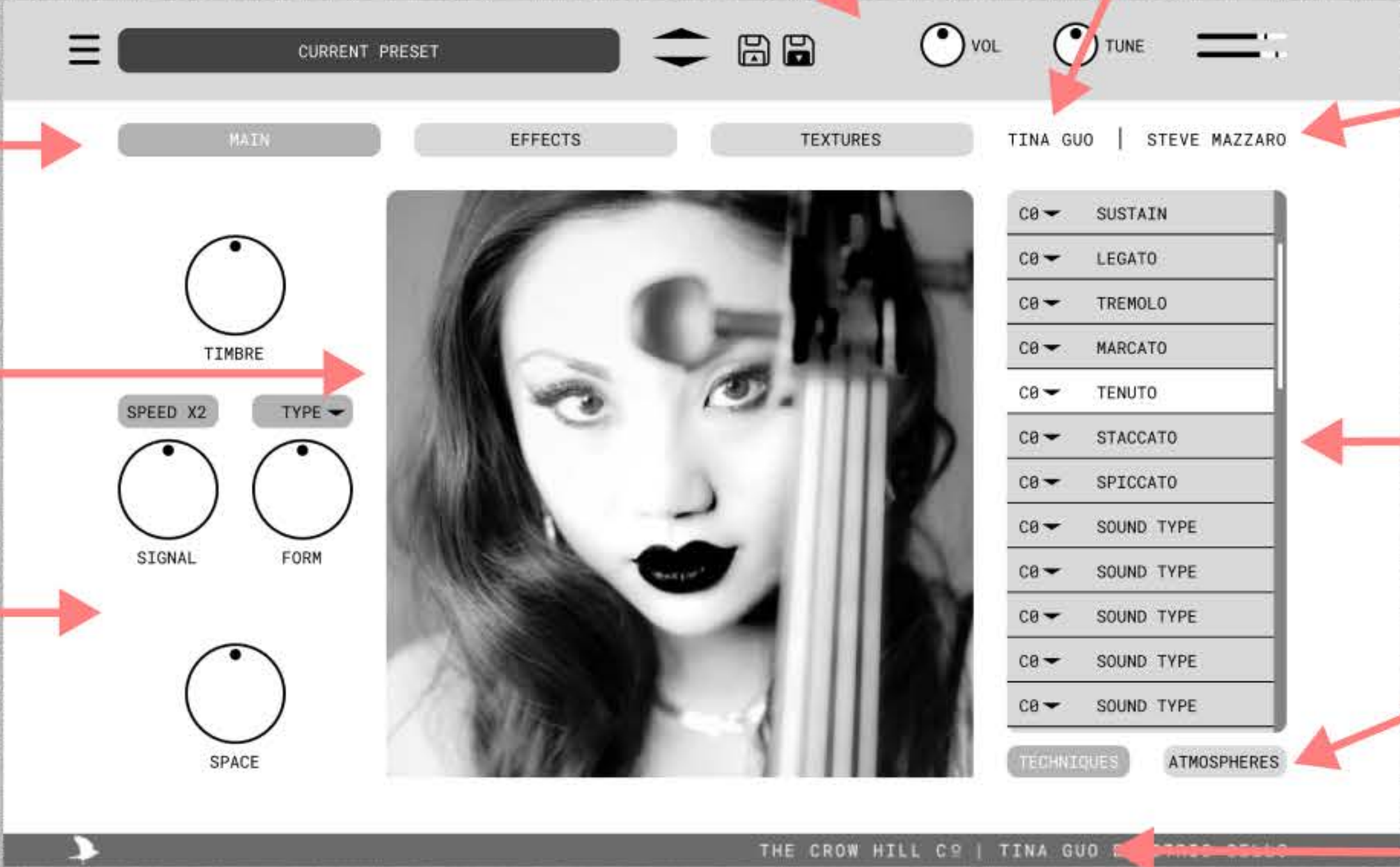
An example would be looking at our piano or the strings you just did which used shapes and designs to portray value. But open to dials too.

Feels stronger as a central component, keeping it as the core focus?

"Textures"
These are tabbed pages for the scroll box above, I feel they could be integrated more into that. UX would lead me to feel they should be at the top, but depends on integration

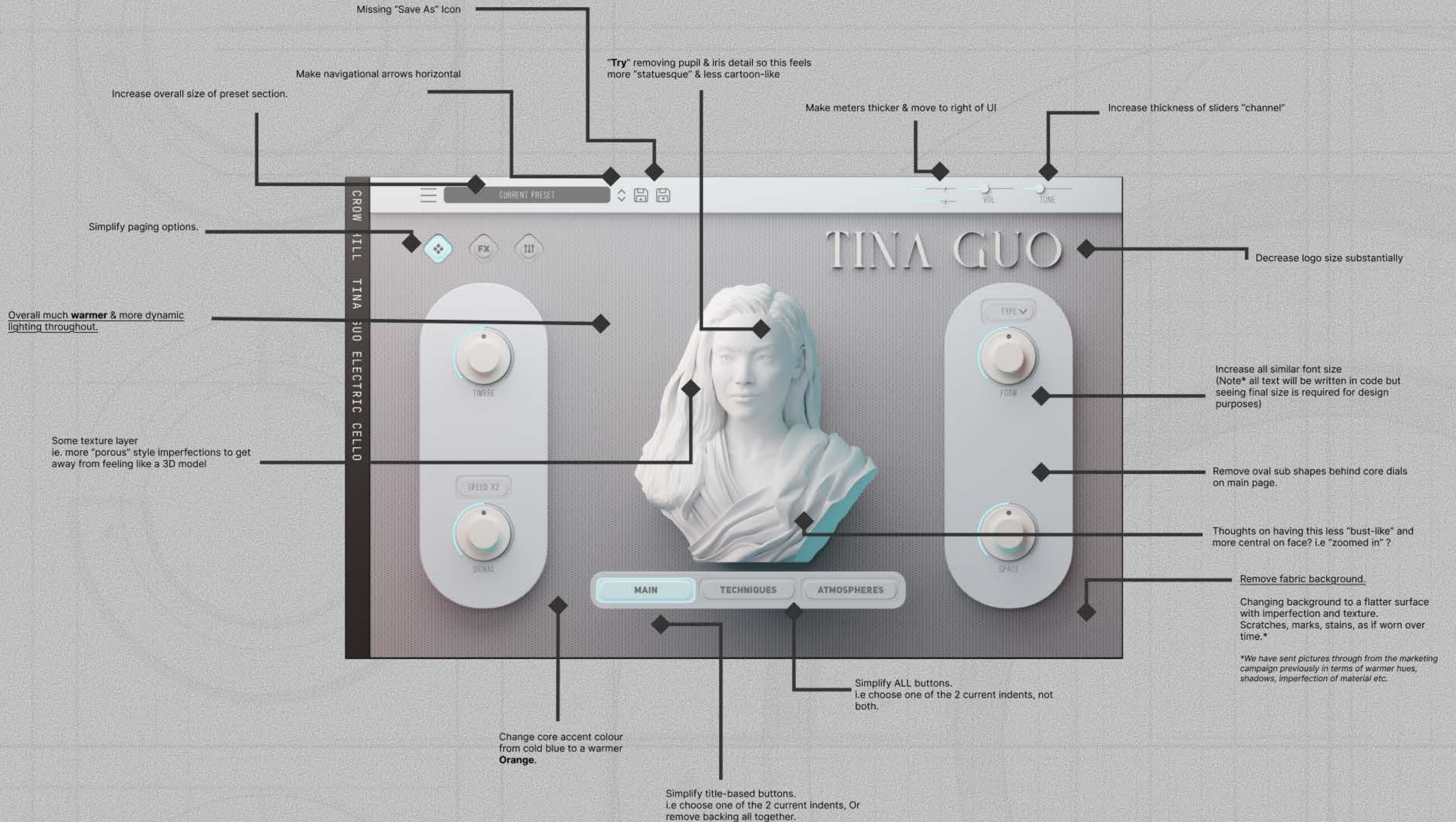
Move this as a left-most "book spine"

Feedback notes to GUI designers



2nd Pass (after some dodgy notes from Christian0





3rd Pass



Development of photoshoot into both marketing and possible GUI direction.





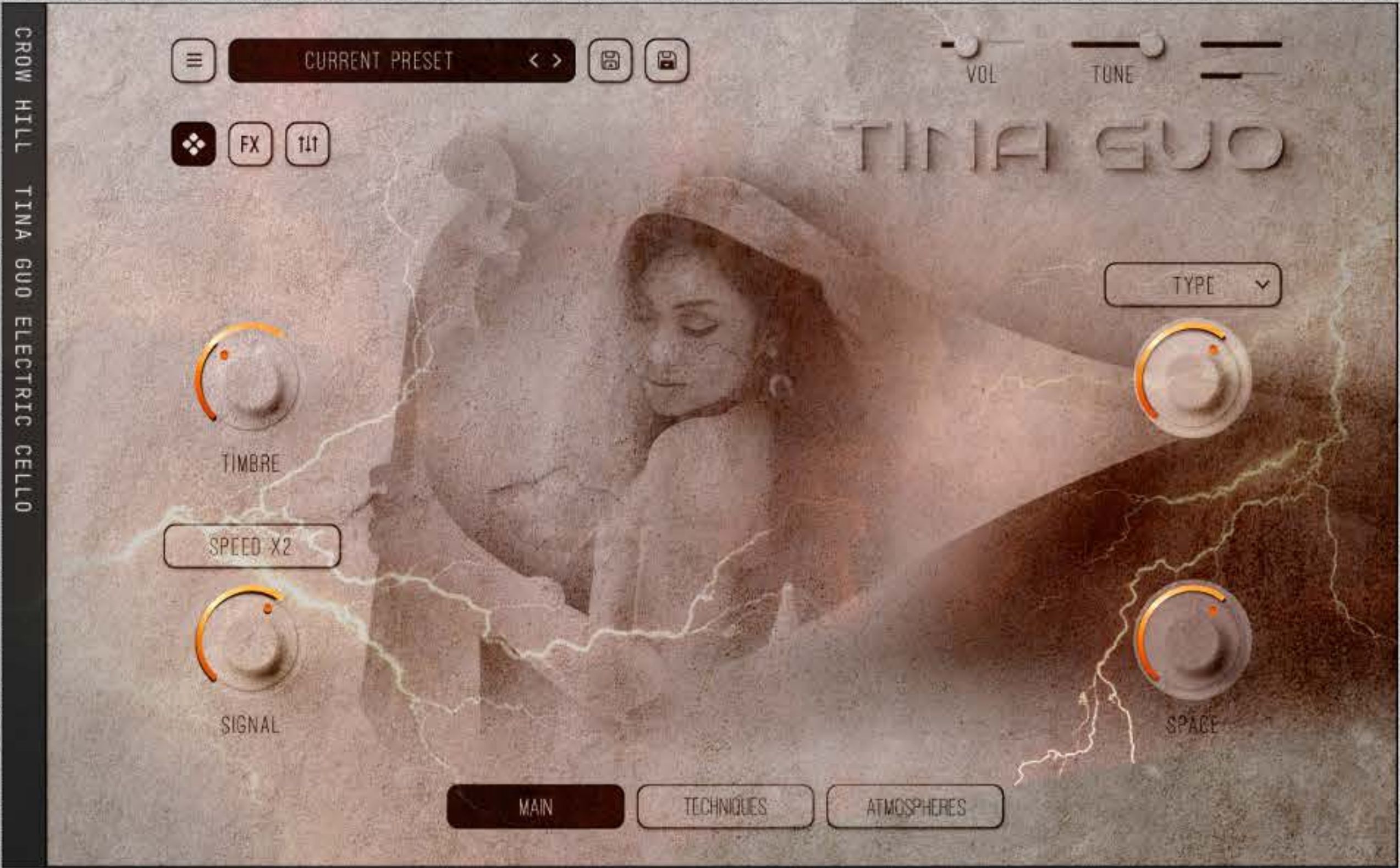








Rebrief including assets from vegas shoot, very rough mockup to provide GUI designers with.





Use of Adobe stock is fruit fall when you enter "sandstorm" into the search field.



The Back Story

Tina IS the sound of Hollywood.





Images needed to be prepared for desktop AND phone breakpoints.



Asset Kit for whole team to use.



Realese version of GUI,
(piano keyboard yet to be added)



Waiting for a stormy background.





Wireframes (for the user manual) have to wait until the absolute last mionute to make sure people looking at diagrams have a correlation between the manual and what they're actually working with.

Thanks for reading.

The Crow Hill Team xxx